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What do the Loch Ness Monster, Bigfoot and a great-tasting ultra light have in common?

You've heard about them, but you don't really believe they exist.
Well, here's an actual unretouched photo of one of 'em. Merit Ultra Lights.
It's the only ultra lights with Enriched Flavor.™ Which is why it can deliver real, satisfying taste you didn't believe possible at such low tar. Try a pack yourself.
See why it's one of today's fastest growing brands.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/gxjx0001

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